

# TVCC ATHLETICS BRAND GUIDELINE SHEET

This is a condensed, quick resource to ensure that there is consistency across the TVCC Athletics brand. For more information and a deeper look into the brand, refer to the complete TVCC Athletics Brand Guide.

## PRIMARY LOGOS

Shown are the primary logos for the TVCC Athletics Brand. In addition to these marks, there are a wide variety of color ways and additional logos available in the logo suite.

MASCOT



HORIZONTAL



VERTICAL



## COLOR PALETTE

Primary orange and medium gray connect us to the institutional brand, while deep blue-gray and select supporting colors add contrast and energy. Accent colors (red and navy) are for highlights only and should be used sparingly.

ORANGE / 30%

152 C  
HEX | F48120  
RGB | 245, 130, 32  
CMYK | 0, 60, 100, 0

DEEP BLUE GREY / 30%

532 C  
HEX | 232733  
RGB | 35, 39, 51  
CMYK | 81, 73, 54, 61

MEDIUM GREY / 15%

7545 C  
HEX | 474E58  
RGB | 71, 78, 88  
CMYK | 74, 61, 49, 32

RED / 5%

179 C  
HEX | EF4937  
RGB | 239, 73, 55  
CMYK | 0, 87, 85, 0

LIGHT GREY / 15%

COOL GREY 5C  
HEX | A8AAAB  
RGB | 168, 170, 171  
CMYK | 34, 26, 25, 0

NAVY / 5%

540 C  
HEX | 23364D  
RGB | 35, 54, 77  
CMYK | 98, 76, 45, 41

## TYPOGRAPHY

BRAND FONT FAMILY

CALLOUT

ACUMIN VARIABLE CONCEPT, WIDE MEDIUM

DISPLAY HEADLINE

ACUMIN VARIABLE  
CONCEPT, EXTRA  
CONDENSED BOLD

SUBHEADLINE

ACUMIN VARIABLE CONCEPT, WIDE ULTRA BLACK

Acumin variable wide light. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio

ACUMIN VARIABLE  
CONCEPT,  
WIDE LIGHT

For graphics and designs, use the font family **Acumin Variable Concept**. Many weights and styles are available to use, the important thing is to have good hierarchy when using text.

SUPPORTING TYPE

0123456789

VT REDZONE CLASSIC

ABCDEFGHIJKLM  
OPQRSTUVWXYZ

0123456789

VT REDZONE CLASSIC  
OBLIQUE

ABCDEFGHIJKLM  
OPQRSTUVWXYZ

United

UNITED KINGS BOLD

Kings Bold

Use **VT Redzone Classic** as an accent to our main brand typography. **VT Redzone Oblique** should be reserved for main marks, uniform names and numbers, and be used sparingly to preserve the unique identity of the logo. A few of our wordmarks use a customized version of the brand script typeface, **United Kings Bold**. The script should be used minimally as an accent and always customized.

## VISUAL EXAMPLES



WHEN IN DOUBT, REACH OUT:  
Contact the TVCC Marketing Team  
for support and direction